BLUR STUDIO

Go-Live Plan

An independent read on whether your app is ready to go live, and the one thing to do before it does.

PREPARED FOR

[redacted]

PREPARED BY

Ranjit, Blur Studio

APP REVIEWED

[redacted]

DATE

[redacted]

PAGE 1

The answer

> **Keep your app. It works, and it is worth keeping. There is one part that needs to move off Bubble now, before more people use it. That one fix is the whole job.**

The rest of the app is in good shape. You do not need a rebuild. You do not need to start again. You need one part changed, the part where people upload their files, and then you are ready to open the doors.

Here is why that one part matters. Right now, when someone uploads a file, it sometimes fails without telling them. They think it worked. It did not. They leave, and you never hear from them again. Every new user makes this worse, not better, because the way it is built now gets slower and messier as more files come in. So the longer you wait, the bigger the job gets and the more people you lose along the way. That is the reason this is the one thing to do first.

WHAT THIS COSTS

£1,500 to £2,000

To move the file upload off Bubble and onto something built for handling files. This is a fixed range for a fixed job. It does not open the door to more work. When it is done, it is done.

If I do this fix for you, the full price of this report comes straight off the bill, as credit against the work.

DO THIS MONTH

- Move the file upload and file storage off Bubble. This is the fix above.

LEAVE ALONE

- The way people sign up and log in. It is fine.
- The main screens and the way people move through the app. Fine.
- Your data. It is set up well and does not need touching.
- Everything else in this report marked "leave for now." None of it is urgent, and some of it you may never need to touch at all.

That is the plan. One fix, around £1,500 to £2,000, and you are ready to grow.

— *Ranjit,* [redacted]

What I looked at

I spent time going through your live app the way a new user would, and then I went behind it and looked at how it was built.

THE SEVEN AREAS I SCORED

A Go-Live Plan scores an app across seven areas, out of 10. Here is how yours did, and what each area means in plain words.

1	**Security**	Whether anyone outside can reach your data.	8/10 GOOD
2	**Your data**	Whether it is organised well and stored safely.	9/10 GOOD
3	**Does it work**	Whether the app does what it should, without quietly failing on people.	4/10 FIX NOW
4	**Growing cost**	Whether it stays fast and affordable as more people use it.	6/10 WATCH
5	**How it is built**	Whether the build is sound, or whether parts need replacing.	8/10 GOOD
6	**Sign-up and accounts**	Whether people can get in and out, and stay safe doing it.	9/10 GOOD
7	**On a phone**	Whether it works well for people on a mobile.	6/10 OKAY

A high score means that area is in good shape. A low score means it needs work now. Six of your seven areas are in good or okay shape. One area, the part that decides whether the app works for people, is the one to fix.

WHAT I CHECKED

- I signed up, logged in, and moved through the app as a real user.
- I uploaded files the way your users do, including large ones and a few odd ones, to see what happens when things go wrong.
- I looked at how your data is stored and how the pieces connect.
- I looked at what happens when more people use the app at the same time.
- I checked the outside security of the app, the same free check you may have already run.

HOW SURE I AM

High. I could see the app from the inside and the outside, and I could see the point where uploads fail for myself. I made it fail on purpose, more than once, so this is not a guess. The one thing I could not test is how it behaves with hundreds of people uploading at the exact same second, because you are not there yet. But what I found tells me clearly what happens next as you grow, and it points the same way.

What to do, in order

I have put these in the order you should act on them. The first one is the job. Everything after it can wait, and I have said so for each.

1. Move the file upload off Bubble

DO THIS FIRST

WHAT IS GOING ON

When someone uploads a file, it works most of the time, but not every time. When it fails, the app does not tell the person clearly. They see something that looks like it worked, so they carry on, and their file is not really there. This is the part that looks like a bug, and to a user it is a bug. It is also the part built on the wrong tool for the job.

WHAT IT COSTS YOU

You lose people at the exact moment they were trying to use the main thing your app does. Someone gets far enough to upload their file, which means they were interested, and then the app quietly drops them. They do not come back. On top of that, every file that does get through is stored in a way that gets slower and heavier as more files pile up. So the problem does not stay the same size. It grows with every new user, and the cost of fixing it grows too. Fixing it now is small. Fixing it in six months, after thousands of files, is a much bigger job.

HOW BIG THE FIX IS

Three to five working days for one experienced developer. Around £1,500 to £2,000.
If I do the work, the full Go-Live Plan fee comes off that.

HOW URGENT

Do this first. This is the one thing standing between you and opening the doors. Nothing else on this list comes before it.

FOR WHOEVER DOES THE WORK

The file upload and storage need to come off Bubble and onto a storage service built for files, with proper handling for failed and large uploads and clear success and error states passed back to the user. The rest of the app stays on Bubble and connects to the new storage. This is a lift-out of one piece, not a rebuild. See the last page for the technical detail.

2. Add a clear message when something goes wrong elsewhere

LEAVE FOR NOW

WHAT IS GOING ON

The upload is the worst offender, but a couple of other spots in the app also stay silent when something fails. They fail far less often, so most users never hit them.

WHAT IT COSTS YOU

The odd confused user now and then. It is real, but it is small, and it is nowhere near the scale of the upload problem.

HOW BIG THE FIX IS

One to two working days, and only worth doing once the upload is sorted.

HOW URGENT

Leave for now. Come back to this after you have opened the doors and seen where real users actually get stuck. You may find it is a smaller list than it looks.

FOR WHOEVER DOES THE WORK

Once the upload is moved, do a quick pass for other silent failures and give each one a plain message. Low priority.

3. Tidy how the app behaves on a phone

LEAVE FOR NOW

WHAT IS GOING ON

The app works on a phone, but a few screens are cramped and a little awkward to tap.

WHAT IT COSTS YOU

Some phone users will find it fiddly. It does not stop them using the app. It is a comfort thing, not a broken thing.

HOW BIG THE FIX IS

Two to three working days, spread out, whenever you feel like it.

HOW URGENT

Leave for now. This is the kind of thing to improve slowly once people are using the app and telling you which screens annoy them. Do not spend money on it yet.

FOR WHOEVER DOES THE WORK

Cosmetic layout work on the mobile view. No rush, no risk.

What is actually fine

It is easy to read a report like this and think the whole app is shaky. It is not. Here is what is genuinely good, so you know where not to spend money.

Your sign-up and login. Solid. People get in and out with no trouble, and it is set up safely. Do not touch it.

The way your data is organised. This is often the part that is a mess in apps like yours, and yours is clean. Whoever set this up did it properly. It will hold up as you grow.

The main flow of the app. Once someone is in, the path they take through the app makes sense and works. This is the heart of the product, and it is in good shape.

The point of this page is simple. You have a real app that mostly works well. That is why the answer is keep it, not rebuild it.

Hand this to whoever you hire

This page is for the developer who does the work. It is written for them, not for you. You do not need to understand it. Hand it over as is.

THE JOB

Migrate file upload and file storage out of Bubble. Everything else stays on Bubble.

CURRENT STATE

- Uploads and file storage are handled inside Bubble using its native file storage.
- Failed uploads (timeouts, oversized files, interrupted connections) are not surfaced to the client. The UI returns a success-shaped state regardless of the actual result, so the user believes the upload completed when it did not.
- Stored files sit in Bubble's storage layer, which degrades in cost and retrieval performance as file count and total volume grow. This is the compounding cost referenced on page 3.

TARGET STATE

- Move file storage to a dedicated object store (S3, Cloudflare R2, or Supabase Storage — match whatever the rest of the stack already touches if anything).
- Uploads go direct to the object store via pre-signed URLs, not proxied through Bubble.
- Handle the failure cases explicitly: size limits, content-type checks, timeout and retry, and a real success/error signal returned to the client so the UI reflects the true result.
- Bubble keeps the file reference (URL or key) in the existing data structure and continues to own the rest of the app. Only the storage and the upload path change.

EXPLICITLY OUT OF SCOPE

- Auth, data model, core app flows, and everything on the "leave for now" list. Do not touch them. This is a scoped lift-out of one component, not a refactor and not a rebuild.

DEFINITION OF DONE

- A large file, an oversized file, and an interrupted upload each produce a correct, visible result to the user.
- Files land in the object store, and Bubble holds the reference.
- No user can reach a state where the app reports success on a file that is not actually stored.

ESTIMATE

Three to five working days for one experienced developer. Fixed scope, £1,500 to £2,000.
Note for the founder, not the developer: the Go-Live Plan fee is credited if Blur Studio does the work.

END OF GO-LIVE PLAN